

FALL, 1982

COMMODORE 64·PRINT ADVERTISING

 **commodore**
COMPUTER

COMMODORE 64·PRINT

**"THE COMMODORE 64
COULD BE THE
MICROCOMPUTER INDUSTRY'S
OUTSTANDING NEW PRODUCT
INTRODUCTION SINCE
THE BIRTH OF THIS INDUSTRY."**

-SHEARSON/AMERICAN EXPRESS

The Commodore 64, to judge from the above comment, is generating as much excitement among the people who invest in companies as it is among the people who run them.

What's so exciting is that, for the first time, high-level computer power is limited only by the imagination to have it, rather than the means.

Had the Commodore 64 been around in 1975...

This simple statement reflects the Commodore 64's most basic—and outstanding—qualification: its standard memory is 64K, which is unusual enough to be considered a breakthrough.

Compared, for example, with the Apple II+* the Commodore 64 offers 33% more power at considerably less than 50% of the price.

Compared with anything else, it's even more impressive.

And it can effectively double your computer equipment with little cost.

PICK-ON THE PERIPHERALS

Because the basic cost of the Commodore 64 is so low, you can afford to buy more peripherals for it. Like disk drives, printers, and a telephone modem.

For about the price of an Apple II+ computer alone, you could equip your company with a Commodore 64, a printer, and a telephone modem.

HARD FACTS ABOUT SOFTWARE

The Commodore 64 will run virtually any program input to its basic memory.

Commodore software will include an electronic spreadsheet; business graphics (including printout); a user-definable calendar; word processing; mailing lists; and more.

Even programs that can teach operators how to program are available.

It is programmable in BASIC.

With the added CP/M® option, your company will have access to hundreds of existing software packages.

In short, its applications are virtually limitless.

THE FUN SIDE OF POWER

The Commodore 64 can become very playful at a moment's notice.

You can use Commodore's game cartridges or invent your own diversions.

All will be enhanced by brilliant color quality and high resolution (320 x 200 pixels, 16 available colors, 3D Sprite graphics, plus a music synthesizer).

NOW'S YOUR CHANCE

If you've been waiting for the "computer revolution" to begin, it's here now.

Through its 25 years of existence, Commodore has been committed to delivering better products at lower prices.

Today, the company's vertical integration has resulted in the Commodore 64's price performance breakthrough heralded by Shearson/ American Express.

So if you run a company, you couldn't make a more cost-efficient capital investment.

To learn more, contact your local

Commodore dealer, or send this coupon.

CP/M® is a registered trademark of Digital Research, Inc.

Commodore Business Machines/Personal Systems Division

P.O. Box 500 Conshohocken, Pennsylvania 19428

Please send me more information on the Commodore 64.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____ Phone _____



THE COMMODORE 64. ONLY \$595.
What nobody else can give you at twice the price.

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What nobody else can give you at twice the price.

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They're speaking to a group as interested as anyone else in the future of computers: the people who buy stock in the companies that make them.

If, on the other hand, you're a person whose livelihood depends on a personal computer or whose leisure time revolves around one—what today's computer impresses you even more than it impresses investors.

MEET THE COMMODORE 64.

The power of a computer is determined by what it can do. What it can do is largely determined by what it can't.

The Commodore 64's basic RAM is 64K. This amount of power is unusual enough in a micro and a mainframe.

At \$595, it is astonishing.

Compared with the Apple II+* for instance, the Commodore 64 offers 33% more power at considerably less than 50% of the cost.

Compared with anything else, it's even more impressive.

PICK-ON THE PERIPHERALS

Because the basic cost of the 64 is so low, you can afford to buy more peripherals for it. Like disk drives, printers, and a telephone modem that's good for 1200 baud.

This means you can own the 64, disk drive, printer and modem for a little more than an Apple II computer alone.

HARD FACTS ABOUT SOFTWARE

The Commodore 64 will have a broad range of custom software packages including an electronic spreadsheet; business graphics (including printout); a user-definable calendar; word processing; mailing lists; and more.

It is programmable in BASIC as its primary language, it is also PET BASIC compatible.

The Commodore 64 will also be programmable in USCD PASCAL, PILOT and LOGO.

And, with the added CP/M® option, you

will have access to hundreds of exciting software packages.

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